

TEEN DRIVER

FOCUSED ON YOUNG DRIVER SKILLS

“PUT YOUR BRAIN IN GEAR BEFORE YOU PUT YOUR CAR IN GEAR.”
—RICHARD PETTY

Georgia-Pacific Brings NASCAR driver Kyle Petty and Safe Teen Driving Program to Two Scottsdale High Schools

Georgia-Pacific Corp. has brought its Teen Safety 500 program to Chaparral High School and Desert Mountain High School, both in Scottsdale. This innovative program extends Georgia-Pacific's involvement with NASCAR to spread the message of safe driving among teenagers.

The assembly included NASCAR driver Kyle Petty, local dignitaries, and Dan Silk, VP of marketing for Georgia-Pacific, speaking about safety behind the wheel. After the assembly, students had the opportunity to view the No. 45 Georgia-Pacific/Brawny Dodge outside the schools and to receive autographs from Petty.

An addition to this year's program was a hands-on, defensive driving course taught by professional instructors from the Richard Petty Driving Experience. Thirty students from each school were chosen to participate in a half-day driving course at Phoenix International Raceway, where the students went through a

variety of exercises including emergency stopping, oversteering/understeering and emergency lane changing, all designed to prepare them for real-life situations they face on the road.

According to the National Highway Transportation Safety Administration, the risk of motor vehicle crashes is higher among 16- to 19-year-olds than any other age group; these drivers are four times more likely than older drivers to crash.

“Teens account for about 16 percent of traffic fatalities in Arizona,” said Georgia-Pacific's Silk. “We're proud to bring the Teen Safety 500 program to the Phoenix area to help raise awareness of the importance of safe driving to teenagers.”

To date, students have logged more than 1 million safe miles through the Teen Safety 500 program. Phoenix was the fourth of five stops the Teen Safety 500 made during the NASCAR season.

Students at the two schools signed a safe-driving pledge to remain violation-

free with no crashes during a three-week period, and registered online to win prizes for themselves and their school.

Kyle Petty, CEO of Petty Enterprises and winner of eight NASCAR Winston Cup races, is a champion of safe driving. “Georgia-Pacific and I want everyone to think safety first when they get behind the wheel,” said Petty. “As my father Richard Petty says, ‘Put your brain in gear before you put your car in gear.’ We've lost more than 68,000 teens nationally to traffic crashes in the last decade. The Georgia-Pacific Teen Safety 500 reminds students about the habits that can save lives—buckle up, slow down and pay attention to the road.”

Petty and Silk were joined by Detective West Brown, Scottsdale Police Department; Shannon Field, student, Chaparral High School; Mary Lou Muccino, principal, Chaparral High School; and Brian Corte, principal, Desert Mountain High School. ■

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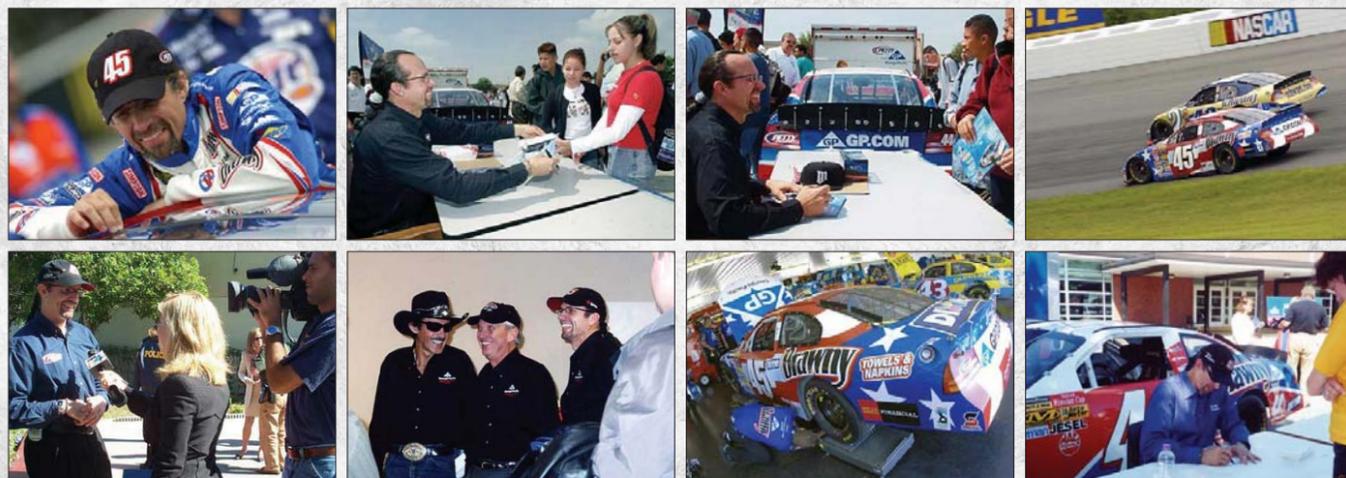
Traditional driver's education has focused on the skills needed to pass a driving test, with classroom lectures and some behind-the-wheel “on-the-job training.” The DrivingMBA™ program goes beyond this, bringing high-tech simulators to everyday drivers.



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